

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		25/07/2014	
		N/A / attached		<b>Consultation Expiry Date:</b>		N/A	
<b>Officer</b>				<b>Application Number(s)</b>			
Obote Hope				2014/3495/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
Outside of 80-81 Tottenham Court Road London W1T 4TE				Please refer to decision notice			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>				
<b>Proposal(s)</b>							
Display of an internally-illuminated sign inside the glass panel, to the side elevation of existing bus stop.							
<b>Recommendation(s):</b>		Grant Advertisement Consent					
<b>Application Type:</b>		Advertisement Consent					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>	No. notified	00	No. of responses	00	No. of objections	00	
			No. electronic	00			
<b>Summary of consultation responses:</b>		N/A					
<b>CAAC/Local groups* comments:</b> *Please Specify		N/A					

## Site Description

The bus stop is located on the pavement outside of 80-85 Tottenham Court Road.

80 – 81 Tottenham Court Road comprises of a large six storey building the west side of Tottenham Court Road within the Central London Frontage.

The site is not in a Conservation area.

## Relevant History

N/A

## Relevant policies

### **LDF Core Strategy and Development Policies**

National Planning Policy Framework 2012

London Plan 2011

### **LDF Core Strategy and Development Policies**

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP26 – Managing the impact of development on occupiers and neighbours

DP25 – Conserving Camden's Heritage

CPG1 design – paragraphs 8.20 – 8.24 Section 8: Advertisements, signs and hoardings - Shroud / banner advertisements

### **Town and Country Planning (Control of Advertisements) (England) Regulations 2007**

### **Camden Planning Guidance 2011 (as amended)**

## Assessment

### Proposal:

1.1 Advertisement consent is sought for the display of Scimitar Outdoor Ultra Slim 6 sheet - LED light box unit. The proposed advertisement would be displayed in an existing south facing glass panel on the existing bus stop. The casing would be aluminium base profile containing LEDs lighting panel with hinging aluminium front cover profile.

1.2 The overall dimension is approximately 1.3m (width) x 1.8m (height), the lettering would be 0.75m, the illuminance level would be 400-600cd/m<sup>2</sup>, the signage is displayed through approximately six sheet paper of approximately 170gram that are enclosed within the polycarbonate glass that would change on a regular basis and the proposed signage would rotate ever four to five minutes and would change the proposed sheet to be displayed.

1.3 The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

### Setting

1.4 The sign does not obscure any special architectural features or setting as it's not located on a building and the bus stop is of no architectural merit.

### Visual Amenity

1.7 The sign would be located in the existing glass pane facing the oncoming traffic driving south towards Goodge street Station due to the illuminance 400-600cd/m<sup>2</sup> it is not considered that the proposed sign would impact on the neighbouring amenities nor it is envisaged that due to the size and scale of the proposed sign there would be an impact on the highway. Therefore, the proposal would be acceptable to planning policies CS14, DP24 of the LDF.

1.8 It is considered that the sign would not be unduly obtrusive in the street scene or to neighbouring properties or occupiers.

### Public Safety

2.0 The location of the signage is considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

### Recommendation:

Grant Advertisement consent